

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Tednologies

#### Alaska Manufacturing Extension Partnership

#### TEDS Box® Keeps Goods Fresh in Rural Alaska

##### Client Profile:

Tednologies, Inc. was created by Donald Harman of Harman's Repair Station, Inc., to satisfy the need for proper containers to ship perishable products. TEDS Box® is a shipping container that actively maintains a desired temperature of the products being shipped. It was designed around the needs of several perishables markets, such as foods, flowers, medicines, fish processors, restaurateurs, rural Alaska retailers and pharmaceutical companies. Tednologies employs 3 people at its facility in Anchorage, Alaska.

##### Situation:

Harman developed several working prototypes of the container, but he needed an anchor customer to launch his first wave of production. He also needed to establish a new pattern of behavior among shippers who were reluctant to try new shipping methods. Harman contacted the Alaska Manufacturing Extension Partnership (AMEP), a NIST MEP network affiliate, for help.

##### Solution:

Harman teamed up with AMEP and the U.S. Department of Agriculture (USDA) Rural Development to secure a USDA rural Business Enterprise Grant. The purpose of the grant was to establish a new pattern of shipping among small producers in rural Alaska, while increasing the quality and value of goods being shipped. AMEP conducted a series of planning sessions with Tednologies to refine aspects of their business plan, including identifying market segments, sales strategies for each segment, and capital requirements. Several businesses have already reaped benefits from using TEDS Box®. Unfrozen local beef was shipped from an interior processor to a coastal town, and it was the first time the coastal grocery store sold local beef that had never been frozen. A rural caterer was able to service a party at an urban hotel because she could keep her meals warmed for the drive into Wasilla. Peony flower growers are planning on shipping flowers to the Lower 48 states for the first time, extending the season for all. Each of these rural businesses are benefiting from expanded markets. The grant paid for five containers, generating over \$50,000 in new sales revenue for Tednologies. The company also improved container designs and made product modifications based on customer feedback.

##### Results:

\* Increased sales by \$50,000.

##### Testimonial:

"The level of support we are currently receiving from AMEP and others is critical for start-up manufacturers, and is a model of cooperation and team approach for future economic development efforts."

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Donald Harman, President